Air travel is stressful and tense as it is. I beg you not to make it worse on EVERYONE by allowing cell phone usage during flights. It's too confined a space to allow such things. I don't care to be trapped in a confined space for hours on end, listening to how little Johnny used the potty today, or what big "deal" is in your company's pipeline, or how some jerk cut you off in traffic yesterday. All riveting conversations, but save it for some place else. The air was the last bastion of freedom from obnoxious cell phone users. Please don't' ruin that. As for asking flight attendants to police the usage or creating cell zones. Come on. It's unreasonable and impossible.